

FIGURE 1

Identify Successful
Lists of
List Purchaser 105

Identify Other
List Purchasers who
Used Successful
Lists 110

Identify Other
List Purchasers'
Successful Lists 115

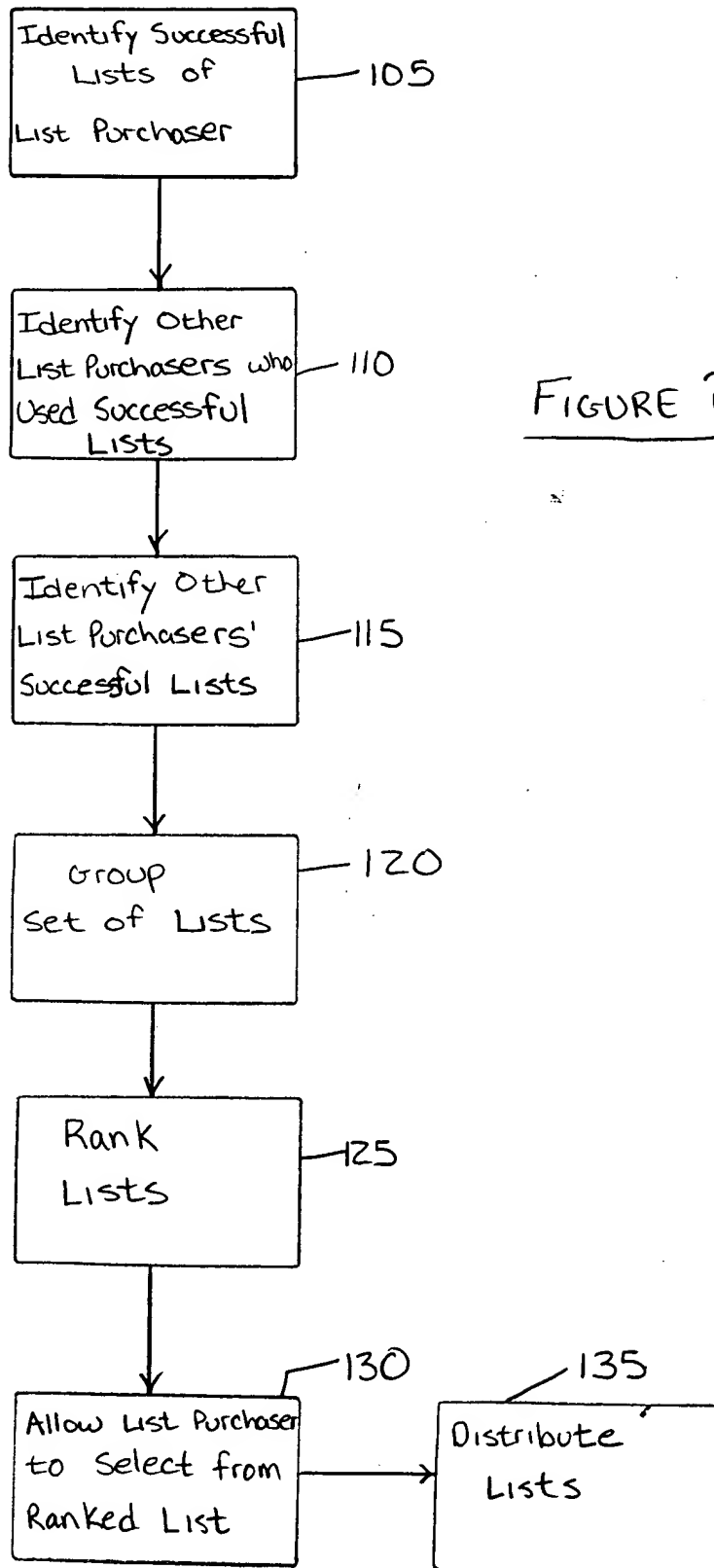
Group
Set of Lists 120

Rank
Lists 125

Allow List Purchaser
to Select from
Ranked List 130

Distribute
Lists 135

FIGURE 2



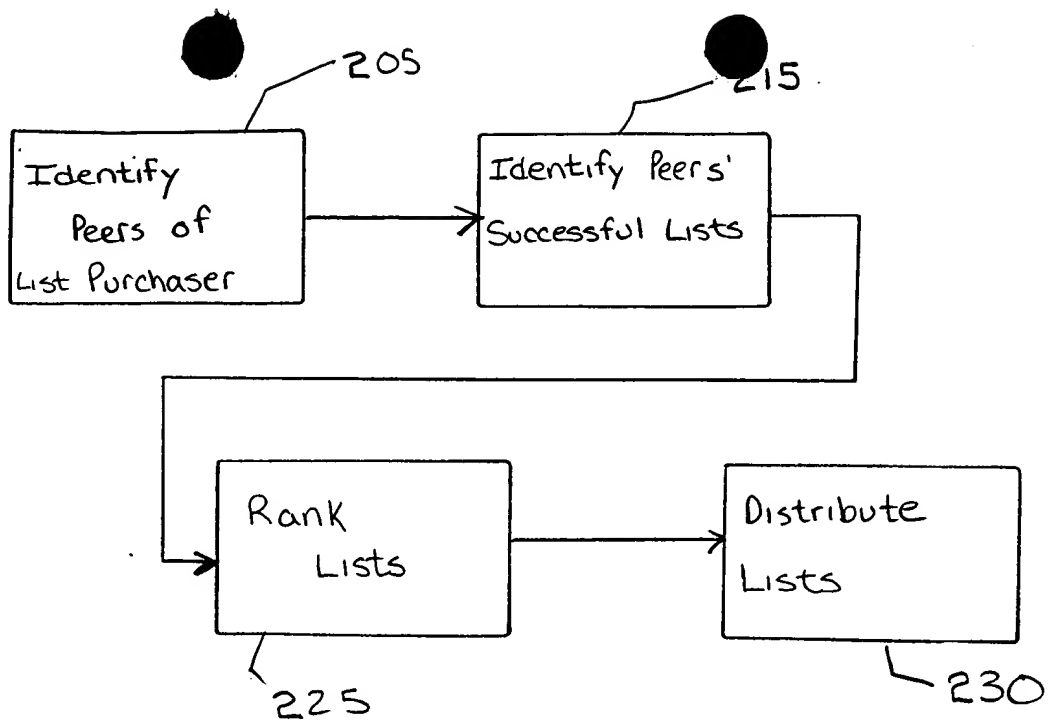


FIGURE 3

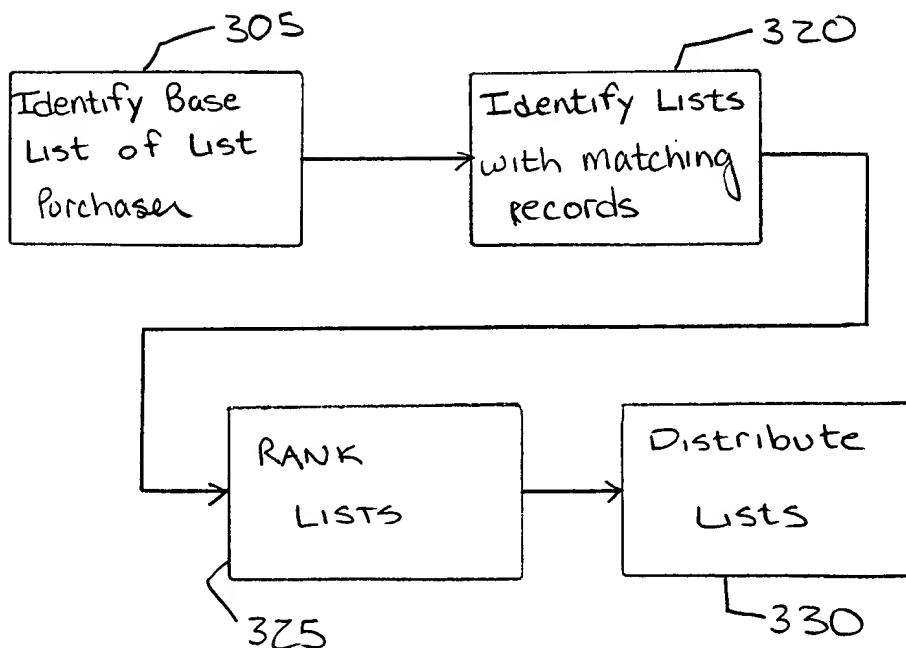


FIGURE 4